



July 21, 2006

City of Tucson
Ann Strine
Director of Information Technology
481 W. Paseo Redondo
Tucson, AZ 85701-8254

Dear Ann,

Based on our previous research experience and a meeting involving our management team with our third party research consultants (Carol Zimmerman of 1 to 1 Direct and Chris Baker of Marketing Intelligence), I thought it important to point out some concerns we have with the ultimate validity and usefulness of the marketing research the City is conducting, as it relates to our license renewal process. We agree that scientific, unbiased research regarding the true community needs of the City will be very helpful. But that does not appear to be what has been and is being done to-date by the City.

In regard to the write in and online survey, employing a sample frame in which respondents qualify for the survey by requesting inclusion leads to a lack of true representation of the intended population. Similar to other self-selection based research methods, typically only those respondents who feel passionately about the subject matter are likely to respond. As such, results are often skewed by individuals or groups with strong positive or negative attitudes, while the opinions of the vast majority, who are somewhere between the two polemic views, are underrepresented. In addition, while every research methodology contains some degree of self-selection bias, the inability to control who responds to the survey (which can be done with telephone surveys) is prevalent in both mail, and to a lesser degree, web-based methodologies.

There is additional concern regarding the methodology employed for the telephone survey. Because certain demographic and psychographic sub-segments are more likely than others to respond to a telephone survey, **utilizing a completely random sample without stratification may lead to a sample that is not optimally representative. As individuals with similar demographic and psychographic profiles are more likely to live in close proximity to one another, a sample plan that includes stratification by zip code proportionate to the actual customer base of Cox Communications video service is likely to yield a more representative sample.**

The telephone survey instrument also includes formatting and questions that are not consistent with standard marketing research practices, including:

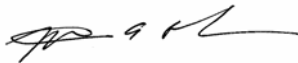
1. **The survey sponsor, topic and research goals are immediately identified prior to the respondent answering any survey questions, leading to the possibility of bias.**

2. **Question 3a is leading with phrases such as “Cox Communications is expected to answer,” and “you should not be on hold longer than 30 seconds.” While it is adequate to mention a service standard, writing the question with negative overtones can affect how a respondent answers a question.**
3. **Question 3a also deals with two subject matters, service standards for answering the phone and placing a caller on hold. There is no way to ascertain which of the two the respondent is answering.**
4. **Question 6, “Have you ever watched local community programming like the Access Tucson channels, Pima Community College channels, or the Tucson City government channel (Channel 12)?”, is not focused on a single issue (which of these channels are they watching?) and uses a general term, “local community programming,” which may be interpreted by some as other local programming such as the local news on broadcast networks. In addition, there is a lack of frequency measurement employed. A respondent potentially may have watched one of the channels several years ago, but none of them within the last few years. The reliability of results garnered from this question is thus diminished by the structure of the question.**

If the point of the survey is to ascertain community needs, we believe a more scientific approach which includes a more reliable sample frame, survey execution, sample method (such as geographic stratification) and question design which limits loss in response reliability and validity are necessary. We believe that given these flaws, the validity of the results of the surveys conducted by the City is minimal and their usefulness in our license renewal process must be seriously questioned. With that being said, we would appreciate the opportunity to work with the City to conduct and review valid research, as we both strive to ascertain the true cable needs of the community.

As always, please feel free to contact me with any questions or concerns at (520) 867-7419.

Respectfully,



Michael A. DiMaria
Director of Government Relations